

**Listing of Claims**

1. (Previously Presented) A system for dynamically constructing a non-interactive personalized advertisement to be viewed by an intended audience, comprising:
  - an advertisement template, defining a framework for constructing said personalized advertisement, said advertisement template comprising a plurality of media segment slots constituting said personalized advertisement, said media segment slots including video segment slots and audio segment slots, wherein at least one video segment slot overlaps at least one audio segment slot;
  - a plurality of media segments including video segments and audio segments each video segment selectable for insertion into at least one of said video segment slots of said advertisement template, wherein several of said video segments are selectable for a same one of said video segment slots of said advertisement template, and wherein each audio segment is selectable for insertion into at least one of said audio segment slots of said advertisement template;
  - a plurality of expert rules; and
  - an advertisement assembly component, responsive to use profile data of said intended audience, and configured to apply said plurality of expert rules to said user profile data in order to get appropriate media segments for each of said media segment slots of said advertisement template from a database and incorporate said appropriate media segments into said advertisement template, in order to assemble said personalized advertisement for said intended audience, said assembly performed without interaction by said intended audience.
2. (Cancelled)
3. (Previously Presented) The system of claim 1 wherein said advertisement assembly component also uses environmental or temporal information in order to select appropriate media segments for assembling said personalized advertisement.
4. (Original) The system of claim 1 wherein said media segments are selected from the group including audio, video, background, animation, synthesized graphics and voice.

5. (Previously Presented) The system of claim 1 wherein several of said media segments which correspond to a same one of said media segment slots of said advertisement template are of different lengths, and said advertisement template appropriately adjusts said personalized advertisement based on a length of a selected one of said media segments.
6. (Previously Presented) The system of claim 1 wherein said personalized advertisement is assembled immediately before presentation to said intended audience.
7. (Original) The system of claim 1 wherein said user profile data of said intended audience is obtained from a plurality of user information data sources.
8. (Previously Presented) The system of claim 7 wherein said advertisement campaign includes a target entity profile, said target entity profile providing an indication of appropriate media segments for selected user profile data.
9. (Original) The system of claim 8 wherein said target entity profile provides an indication for selecting said intended audience from said user information data sources.
10. (Currently Amended) A computer implemented method for dynamically constructing a non-interactive personalized advertisement for viewing by an intended audience; said method comprising:
  - obtaining by a processor user profile data from a profile database for said intended audience;
  - selecting from an interface an advertisement template from a template database, said advertisement template defining a framework for constructing said personalized advertisement, and including a plurality of media segment slots constructing said personalized advertisement, said media segment slots including video segment slots, wherein a least one video segment slot overlaps a least one audio segment slot;
  - applying by the processor a plurality of expert rules to said user profile data and said advertisement template, in order to get, from a plurality of media segments including video segments and audio segments in a database, appropriate media segments for insertion into said plurality of media segment slots in said advertisement template, wherein several of said video

segments are selectable for a same one of said video segment slots of said advertisement template;

assembling by the processor said personalized advertisement using said advertisement template and said selected media segments, without any interaction by said intended audience; and

providing by the processor said assembled personalized advertisement in a format for delivery to said intended audience for viewing.

11. (Previously Presented) The method of claim 10 wherein said advertisement template and plurality of message segments are created as part of an advertisement campaign.

12. (Previously Presented) The method of claim 10 wherein said steps of assembling said personalized advertisement and providing said assembled personalized advertisement is performed immediately before delivery to said intended audience.

13. (Currently Amended) A computer implemented method for dynamically constructing a non-interactive personalized advertisement for viewing by an intended audience; said method comprising:

obtaining by a processor user profile data from a profile database for said intended audience;

creating by the processor a plurality of media segments, including video segments and audio segments;

~~creating~~ selecting from an interface an advertisement template, said advertisement template defining a framework for constructing said personalized advertisement, and including a plurality of media segment slots constituting said personalized advertisement, said media segment slots including video segment slots and audio segment slots, wherein at least one video segment slot overlaps at least one audio segment slot;

applying by the processor a plurality of expert rules to said user profile data and said advertisement template, in order to select, from a plurality of media segments including video

segments and audio segments in a database, appropriate media segments for insertion into said plurality of media segment slots in said advertisement template, wherein several video segments are selectable for a same one of said video segment slots of said advertisement template;

assembling by the processor said personalized advertisement using said advertisement template and said selected media segments, without any interaction by said intended audience; and

providing said assembly personalized advertisement in a format for delivery to said intended audience for viewing.